Social Media and School Going Students in Agra City: - A Sociological Study

A

Synopsis

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Introduction: -

In present era a sudden drift is seen among the people from the usage of radio, television to different social media applications. Now-a-days majority of people have been switching towards the usage of social media for various reasons than to other modes of communication. This trend towards social media has put the question of the impact that it had over the people especially on their health, education, business, personal relationship, etc. Social media is one of the most preferred platforms among the people as it provides many facilities on the same channel like image sharing, communicating, audio and video sharing, linking with all over the world, quickly connecting to the people and many other things. It is one of the cheapest as well as easiest modes of communication so also it is one of the most commonly used among all the age groups.

Social media refers to those websites and applications that enable users to create and share content or to participate in social networking. It is an online platform where people use to make social relations and networks with people who carry similar thoughts, interests, backgrounds and connections as it has created a virtual society. There are a large number of people who had subscribed themselves to such social applications. It's not just about dealing with what people say about you online though, it's about communicating with your customers and future customers, it's about building a community, being part of other communities, it's about educating people, listening to them, and letting them know all about you, your company, the people who work for you, your products, your services, your business philosophy, your integrity and your organizational culture. Social media enables enhancing human relationship through technology. The two most visible applications of social media are building and consolidation of friendship among youngster and building of network for carrier development**. (UNESCO, 2011)**

Usage of social media had become a fashion for people to fiddle around. With the sudden outburst of this platform, people are connected to each other within seconds , the world had become a home and relationship grow at universal level and communication of information takes place within seconds. It is a web based service that allows individuals to create their own personal profile with their choice

of users they want to get connected with and can view their own and as well as other users online networks and interact with them.

Due to social networking sites the way people interact and communicate is being changed. It had become popular due to digital technologies like tablets, smartphones and increasing usage of internet at affordable price as well. People for connecting themselves to one another spend lot of time in chatting, uploading pictures, sharing contents over social media sites.

The growing popularity of social media among the students demands an introspection of social behavior. It has now become a way of life for most of the young generations all over the world. Many of them had derived benefits out of these sites whereas some have become academically and socio-culturally challenged by its use. About 80% of students use their own smart phones for using social sites and Facebook was one of the most used social applications (**Mehmood and Taswir, 2013)**

As of 2015 the world's largest social networking company, Facebook, has 1.49 billion active users, and the number of users is increasing every year. One of the most interesting things to look at is the increasing number of student users on such social networking sites. As per the survey conducted by **Pew Research Center (2015**), 72 percent of high school and 78 percent of college students spend most of their time on Facebook, Twitter, Instagram, etc. These numbers indicate how much the student community is involved in this virtual world of social networking.

The introduction of the government's Digital India initiative hand in hand with the increasing internet penetration over the recent years resulted in the country's digital population amounting to approximately 892.3 million active users as of January 2018. The traffic in the world's second largest internet market at this stage was shared equally by broadband users and mobile internet users. (**Statista Research Department, 2019)**

One of the main reasons behind the sudden increment of the social media users is the arrival of Reliance Jio services in 2007, provided people in the country with schemes and subsidies that were not only attractive, but easily affordable, irrespective of their income levels and socio-economic classes.

"It is fascinating to note that the digital revolution is now sweeping small towns and villages perhaps driven by increased accessibility at affordable data costs. The increase in the usage of digital in rural India, where more than two-third of active internet users are now accessing the internet daily to meet their entertainment and communication needs,"**(Hemant Mehta, IMRB, 2019)**

Humans are social animals. We always like to remain in some group or another, and we prefer to follow what this group does. All of our traditions and cultures are the product of this group-oriented facet of human nature. A well-known American psychologist, Abraham Maslow, stated in his "Theory of Motivation" that the social need of human beings is the third most important requirement after our physical and safety needs — the third tier in his hierarchy of needs. Even our self-esteem comes after this social dependence. This is the main reason billions of people use social networking to stay connected, make friends and satisfy their social needs**. (A theory of human motivation, A.H.Maslow, 1943)**

Never before has it been so easy for young minds to create a digital image of their actions through such a spontaneous medium. But this has a darker side that has gained the attention of many parents, and even eminent psychologists, all over the world. One of the biggest problems is the identity crisis constant social networking produces. "The types of actions users take and the kinds of information they are adding to their profiles are a reflection of their identities." **(Shyam Sunder, 2015)**

Review of Literature

- **Bicen and Cavus (2011)** in their study 'Social network sites usage habits of undergraduate students' investigated the usage of Facebook among the students in the department of Computer Education and Instructional Technologies (CEIT) in Northern Cyprus. Eighty six undergraduate students participated in the present study. Data was collected by means of online survey developed by researchers and was analyzed using SPSS program with percentage, frequency and mean statistical analysis technique. The study revealed that students spend a significant amount of their time using Facebook. Students also increase their knowledge and communication skills by sharing photographs, links that they like, and news

with their friends. The scholar suggested that future studies should concentrate on integrating the Facebook into education and teaching, which is important in students' everyday working lives.

- **Patel (2011)** in his research 'Comparative study and analysis of social networking sites' compared the two most commonly used social networking sites i.e. Facebook and LinkedIn. Survey was officially conducted with the approval from Institutional Review Board among the target audience. The study states that both carries an important part in today's world as Facebook helps in building relationship and making new friends whereas LinkedIn helps in connecting with professionals and getting a vast exposure to the social world.

- **Ahn (2012)** in his research 'Teenagers' experiences with Social Network Sites' examined the impact of social network sites on teenagers in Australia. Survey was conducted in two urban high school districts in the United States. Of the total universe of 8900 student population, 852 youths participated in the study. The study revealed that youth who use Facebook and MySpace report higher social capital in both their school and online relationships. Time spent in Social networking sites is related to bridging capital, while positive or negative experiences are related to bonding capital. The study offers new insights into how youth experience Social networking sites and the relationship of that experience with their connection to the world.
- **Njoroge (2013)** in her research project 'Impact of social media among the youth on behavior change' explored the changes in behavior of youth studying in universities of Nairobi, Kenya due to the use of social media. It was evident after the study that the respondents depended on social sites for various things as finding old friends getting in touch with them, chatting, sharing, being updated, etc. Their behavior was influenced as they believe that they can't do anything without being a part of such social sites. Every second person was found to be a part of at least one social site.
- **Shabir, Hameed and Safdar (2014)** in their study 'The impact of social media on Youth' of Bahawalpur district of Pakistan evaluate and analyze the attitude of youth the impact that social media had over it. It was a Survey type research and Questionnaire was used to gather

primary information from 300 youth SPSS was used to analyze the data. Facebook was found to be the most liked social application where youth used to spend their maximum time in chatting, posting, commenting, uploading and sharing information. Social media is also playing a key role to create political awareness among the youth.

- **Badawy and Hashem (2015)** in their study on the 'Impact of social media on Academic development of school students' found the influence of social media on academics study of students. Facebook and emails were used as a platform for the collection of data through Questionnaire among 110 male and 110 female students aged 12-19, which are in grades 7^{th} to 12^{th} and likert scale was used for the analysis of data collected to find out the frequency of usage by students. The data revealed that student's academics was not influenced by social media in any way because although they spend hours on social media, they still manage to find time to study and achieve grades.

- **Chowdhury and Saha (2015)** in their research paper 'Impact of Facebook as a Social Networking Site on Youth generation' made an attempt to point out the status of Facebook in order to identify its positive as well as negative impact on the psychological upbringing among the youths in Kolkata . The findings states that majority of youth are very much prone to access this site regularly and at least 80 percent of female Facebook users regularly access their accounts instead of face to face contacts, through the Facebook people are more aware about the contemporary issues of the society and they can express their point of view. However, though this site has a lot of advantages but some disadvantages are also there, where some cyber-crime, corruption or antisocial activities takes place and it might be harmful for the society.

- **Hussain , Mahmood and Rasool (2016)** in their work on 'A comparative study between the learning style of user and non-user students of social media at Elementary school level' made a comparison at Lahore city through Simple Random sampling technique collected the data from 100 users and 100 non users of social media. The data statistically analyzed and concluded that social media doesn't have any significant role in the terms of student's

negligence towards studies even it was found more efficient for students using social media in finding matters related to study and getting in touch for group studies as comparison to non-users of social media.

- **Ocansey, Ametepe and Oduro (2016)** in their study 'The impact of social media on the Youth' investigated the extent of the use of social media for the purpose of its access and its influence on the youth of Ghana. Survey was conducted among randomly selected social networking sites' users in Ghana with sample size of 200 between age group of 15-25 years. Study revealed the usage of social media was at enormous scale especially for the purpose of communication and peoples were using such sites without being aware of its risk. Scholar suggested that youth must be well educated for the proper use of social media so that time spent on chatting and other social use must be less as compared to studies.
- **Boateng and Amankwaa (2016)** in their research on 'The impact of social media on students' Academic life in Higher education' examined and assessed the study which reveals both positive and negative impact of social media on teaching and learning in higher education. International Master's students of Beijing Normal University volunteered to participate in this study and the results reveal that social media is widely used by students of higher institutions. The study also revealed that participants are in support of the idea that social media contribute a significant quota to the development of their academic life.
- **Bhatt and Arshad (2016)** in their study 'Impact of Whatsapp on youth' examined the intensity of the usage of whatsapp and its effect on education and family of the youth of Agra region. Survey was conducted among randomly selected whatsapp users with sample size of 100 peoples between age group of 17 to 30 years. The study reveals that whatsapp is a major cause for social isolation as it promotes only virtual relationship instead of real relationship. In term of education also it had a negative impact on people as it encourages the grammatical mistakes, errors in sentence construction, lecture bunking, etc.
- **Menshah and Nizam (2016**) in their research paper 'The impact of social media on students' academic performance' adopted descriptive and explanatory research design. It also employed the use of cross sectional survey method using Questionnaire that contains 42 items with a

Likert Scale (Disagree-1 and 5 for Agree). The sample of 102 students from Erican College was selected using convenient sampling method. The data collected was analyzed using description means and regression via SPSS 21. The study concluded that social media platforms has a significant impact on students' academic performance among the six variables used in this research, time appropriateness and health addiction has a stronger significant influence on students' academic performance. This is because time management plays an essential role in determining the success or failure of an individual. Thus students who lack time management can easily fall prey to the negative impact which social media platforms present to its uses.

- **Rani, Gakka and Verma (2017)** in their study on 'Usage of social networking sites among Adolescent girls' aimed to present usage of social networking sites by adolescent girls of Senior secondary schools of Agra District. 200 respondents were taken as sample for the study. It was concluded from the study that maximum respondents were registered for maintaing their existing contacts while remaining were registered to find new friends for dating purpose.
- **Halakerimath and Danappagourda (2017)** in their study 'Impact of social media on youth' examined the impact that social media had on youth in Karnataka taking a sample size of 50 through random sampling method and opined that majority of youth were addicted to the online games and surfing of such media sites. They also found that social sites are useful in terms of gaining new and updated knowledge which is relevant to education.
- **Bhardwaj, Awasthi and Goundar (2017)** in their study 'Impact of social networking on Indian youth –A survey' made an attempt to investigate the impact of social networking sites on Indian youth. The survey involved sending questionnaire to respondent via 'Survey Monkey' and 532 responses were received. The authors reviewed benefits of social networking sites in cultural development, building of self-identity, developing relationships and acquisition of social, communication and technical skills.
- **Akram and Kumar (2017)** in their research 'A study on positive and negative effects of social media on society' found that social media affects different fields and sections of society

like business, health, education, kids and teens. The study revealed that social media has many merits yet likewise it also has many demerits that influence the individuals. On the positive side social media can act invaluable tool for Professionals whereas on negative side the internet is laden with number of risks like Cyber bullying. The scholar suggested that peoples must consider and adopt the positive aspects of social media so that they can easily switch to the advanced technologies and enjoy its benefits.

- **Masthi and Mallekavu (2017)** in their study 'A comparative study on social media addiction between public and private high school of urban Bengaluru, India' investigated the level of addiction of social media between private and public high schools. Cross sectional study was conducted in both schools using random sampling method Questionnaire was distributed among the students of age 12 to 16 years. Total of 760 subjects were studies from both the schools. Psychological and behavioral problems were observed among the users of private schools students and they were found more susceptible for social media addiction. A multitude of physical, psychological and behavior problems were observed among private schools social media users.
- **Hoih (2017)** in his research 'A study on the effects of social media among the higher secondary schools students' studied the impact of social media on academics study on students of Churachandpur district of Manipur. Population of total 489 students was taken through exploratory survey method out of which 70 respondents were selected using random sampling method. Majority of the respondents shows the negative influence of such sites on the student's academics performance like spending too much time on social media and also on health and emotions or feelings in some way or other. One of the major findings of the study was that there does not exist any gender differences for the usage of any social media sites.
- **Nishant, Rajguru and Sankhe (2018**) in their research 'Impact of social networking sites: A cross sectional comparative study' compare the usage of social networking sites and its impact on sleep and social life among different batches of medical students. Study was conducted among 210 medical students of different batches using anonymous, self-administered, structured questionnaire. The study revealed that the students with time become mature

enough to differentiate between good and evil. They are also able to maintain a balance between Social media, academics and family.

- **Kumar and Banik (2019)** in international research article on 'Social networking, Facebook use and Loneliness: A comparative analysis between public and private university students in Bangladesh' explores the level of real life social network, Facebook use and loneliness of students. The study uses primary data collected from 380 students chosen through Stratified Random sampling method. The study finds that although aggregately students are on an average engaged in real life social network in the study area, public university students are relatively more engaged in real life social network than that of private university students. The second findings revealed that students in field of study suffer from loneliness moderately where private university students suffer more than that of public university students. The study also suggested policy makers to take initiatives in providing Psychological and economic support and facilities of co-curricular activities for students especially for private university students to remove their loneliness. The scholar suggest students to be careful in using Facebook and to be engaged more in real life social network in order to get rid of the adverse effects of loneliness.

Research Gaps

- Most of the studies have focused on the impact of social media on academic performances but no study has been conducted on the impact of Social media on Social relationship and values of School Students.
- The previous researches have analyzed and evaluated only the attitude and behavior of students, but present study will also focus on the distances in social relationships of students.

Statement of Problem

Social media is becoming day by day the most common platform among people as a mode of communication among all age groups. A large number of people at present spend most of their time over such social sites for the purpose of chatting, posting, video conferencing, studying news and

exploring new and innovative things for fun. Specifically, social media is seen very common mostly among the students for its accessibility, cheaper cost and for being in touch with the peoples around. In present scenario, parents are so competitive within society regarding their status and fame, so in order to avoid the disturbance from their children they provide them with smartphones and iPads where children use to spend their time in looking for videos, games and different applications. Students are more attentive to such sites then to their studies and in comparison to reading books, they spend most of their valuable time in chatting and making several friends via social media applications which poses several threats to their life activities. Since, with its existence the number of users has increased and this rift is specially observed among students, they are facing a lot of neglect and challenges on their academics performance which certainly had brought a rapid decline in their quality of education. It is a general perception of people that social media always had a negative impact on children and youth. Therefore the present topic, **"Social Media and School Going Students in Agra city:-A Sociological Study"** has been chosen to study the real impact of social media on the students going to school.

Keywords: - Social Media, School Going Students.

Social media is defined as a form of electronic communications (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages and other contents.

School going Students- Students studying and attending their school on a regular basis in IX to XII standards will constitute the unit for the study.

Significance of the Study

This study emphasizes on how does the media has influenced student's personal life, social relationships and as well as their academics performances and will also explore the reasons for utilization of social media. The present study will be useful for the policy makers to draft such policies for the controlled usage of social media among the students. It will also be useful for parents and teachers for monitoring the usage of social media by school going students.

Research questions

1. How do these Social Media sites effect our education?
2. Why it is becoming popular among students to use social media?
3. What is the impact of social media usage on parent's control over children?

Objectives

1. To study the Socio-cultural background of school going users of social media.
2. To find out the factors promoting the usage of social media among students.
3. To find out the impact of social media on social relationships of students (with parents, siblings and classmates).
4. To understand the effect of social media on academic performance of students.
5. To find out the gender difference on the usage of social media.
6. To examine the impact of social media on social and moral values of students.

Hypothesis

1. Middle class and the above are the active users of social media.
2. There is no particular cause leading to the more usage of social media among students
3. Social media is creating a distance among family members, friends, and classmates.
4. Students devoting more time on social media show poor academic performance.
5. There is no gender difference in usage of social media.
6. Usage of social media does not affect their social and moral values.

Research Methodology

Research Design

The descriptive and exploratory research designs will be used.

Area of Study

The Study will be conducted in Senior Secondary Schools of Agra city.

Universe

All the students studying in different schools of Agra from class IX to XII using social media (from at least last one year) will constitute the universe of the study.

Sampling

Two stages random sampling method will be used. There are six clusters in Municipal Corporation of Agra City, out of these six clusters two clusters (Hari Parwat and Tajganj) have been selected randomly by lottery method. From the selected clusters Hari Parwat has 95 senior secondary schools and Tajganj cluster has total of 25 senior secondary schools. A survey has been conducted to prepare the list of students using social media from last one year. From the prepared list 50 % sample will be drawn randomly from each class from each selected school.

Table: -

S.R.no.	Schools	Total number of students from class IX to XII using Social Media for last one year	50% of Sample
Hari Parwat Cluster			
1.	Agra Glory Public Inter College	89	45
2.	New Sunflower Inter College	233	116
3.	Hillman Public School	193	96
4.	Shakumbhari Girls Higher Secondary School	59	29
5.	Smt. B.D Inter College	112	56
Tajganj Cluster:			
1.	Chhotey Lal Inter College	139	70
Total		**825**	**412**

N =825

n=412

Sources of Data Collection

Both primary and secondary sources of data will be used for the study.

Tools of data collection

Primary data will be collected through structured interview schedule and secondary data will be collected through various sources like books, articles, authentic journals, newspaper, internet sites, etc.

Tentative Chapterization

Chapter: 1

- Introduction
- Review of literature
- Research gaps
- Statement of the problem
- Significance of the study
- Objectives of study
- Hypothesis
- Research questions
- Research Methodology

Chapter: 2

- Socio-cultural background of the respondents

Chapter: 3

- Factors promoting the usage of social media

Chapter: 4

- Social media, Gender and Academic Performances of School going students

Chapter: 5

- Social media usage, Social relationship and Social values

Chapter: 6

- Conclusion and Suggestions

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